

**PHILIP MORRIS U.S.A.**

**INTEROFFICE CORRESPONDENCE**  
**120 PARK AVENUE, NEW YORK, N.Y. 10017**

**TO:** Distribution

**DATE:** July 13, 1988

**FROM:** D. Nelson

**SUBJECT:** Marlboro Country Music Fall Tour 1988

Marlboro Country Music is on the road again! The success of this promotion is enhanced by the integral role of the Sales Force. We rely on you to ensure the timely and efficient execution of the program elements.

Due to the time frames, please read the attached carefully and as soon as possible to guarantee the smooth operation of the program.

The 1988 Fall Tour is the most exciting yet.

- In the Spring, we were in 14 cities and in the Fall, we will be in 11 cities.
- In 1988, our roster of artists consists of top stars. Headliners are Alabama, Merle Haggard, George Strait, The Judds and Randy Travis. The up-and-comers are already popular and successful in Country Music: Kathy Mattea, The O'Kanes, K. T. Oslin, Restless Heart and Ricky Van Shelton.
- This year we have unveiled a brand-new production. The video portions and production elements are state-of-the-art.
- Customer hospitality will be available prior to the concerts in each market. Gail Wills, Trade Relations, will be coordinating customer hospitality.
- Backstage visits may be arranged for key customers to meet the MCM artists.
- The exciting Talent Roundup program (only in certain markets) has an added element this year: In November, we will stage National Finals in Nashville for all the local Talent Roundup winners. This will further broaden Marlboro visibility, as well as our commitment to the future stars of Country Music.
- Our association with Second Harvest, the country's only national food bank, continues in 1988. One dollar of every

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Marlboro Country Music concert ticket sold is donated to Second Harvest and its local food banks in each market. The Second Harvest network turns each and every dollar it receives into over \$150 worth of food products which it distributes to hungry people in the USA.

- o As you know, a POS Hotline has been set up to deal with shipment problems. Prompt notification is required to correct problems. Please call 1-800-USA-8766 or NYO x3375 if there are discrepancies between materials expected and materials delivered.
- o Ticket requests are due July 22.

The following pages will inform you of all the elements involved in the Marlboro Country Music program. Call Deane Weissman, Marlboro Promotions Coordinator at (212) 880-3476 with any questions or comments you may have concerning the Tour and Talent Roundup programs.

We look forward to and value your participation.

Distribution

Section Sales Director

D. E. McMillan, Section 25  
R. Kohl, Section 42  
A. B. Campbell, Section 43  
W. Cashion, Section 51  
J. Paddock, Section 52  
J. L. Love, Section 53  
D. Alford, Section 62  
S. Vasquez, Section 71  
B. Baker, Section 72

Division Managers

Section 25 Lexington

- L. O'Connor  
R. Cordes  
D. Washington  
L. Besselman  
J. Bonnet

Section 42 Indianapolis

- D. Dugger  
S. Motes  
A. Jacques  
J. Kloss  
J. Potterack  
G. Scott  
D. Sanders

Section Operation & Planning Mgr.

R. A. Maglio, Section 25  
C. K. Hunter, Section 42  
L. Scanlon, Section 43  
D. L. Gentry, Section 51  
G. A. James, Section 52  
J. L. Reed, Section 53  
J. Gibson, Section 62  
G. M. Kendall, Section 71  
C. Evarkiou, Section 72

Section 43 Chicago

- B. Page  
B. Perkey  
J. Chinelli  
D. Hufford  
S. Boyd  
R. Arciniega  
M. Ewing  
T. Higgins

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Division Managers (cont'd)

Section 51 Baton Rouge	- M. Hegwood H. White
Section 52 Tulsa	- D. Chandler R. Bagley
Dallas	- M. T. Hopson G. Milbrath J. Baker S. Kemp J. Smith
Section 53 Austin	- J. Goode J. Andrew
San Antonio	- B. Satterwhite
Section 62 Denver	- W. Crumpton R. Mefford D. Miller
Section 71 Oakland	- P. Schultz M. Miller D. Castleman E. Dillard L. Long K. Jacobs D. Cloney
Section 72 Los Angeles	- T. Leonard R. Mayhew L. Pacheco N. Gordon M. Garcia D. Herrmann M. Marcin T. Tufoya G. Guynes

DG/db

cc: J. Yusko  
S. Bush  
B. Kohl  
D. Mackev  
S. Rogowski  
G. Chapman  
S. Sabella  
M. T. Walsh  
B. Carroll  
**MCM Affiliates**  
**Entertainment Services Group**

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**Marlboro Country Music  
Fall 1988 Tour Schedule**

<u>Date</u>	<u>City</u>	<u>Venue</u>	<u>Approximate Capacity</u>	<u>Acts</u>
F 9/23	Los Angeles, CA*	The Forum	14,000	Alabama/Haggard/Restless Heart
Su 9/25	Oakland, CA*	Oakland Alameda Co. Coliseum	12,500	Straight/Haggard/Restless Heart
Th 9/29	Denver, CO*	McNichols Sports Arena	13,500	Straight/The Judds/O'Kanes
F 10/7	Dallas, TX*	Reunion Arena	13,300	Alabama/Travis/K.T. Oslin
Su 10/9	San Antonio, TX*	Hemisfair Arena	12,000	Alabama/Haggard/Restless Heart
Tu 10/11	Austin, TX	Palmer Auditorium	6,000	Travis/Restless Heart/K.T. Oslin
F 10/14	Baton Rouge, LA*	Riverside Centroplex	12,500	Alabama/Restless Heart/Ricky Van Shelton
Su 10/16	Tulsa, OK*	Convention Center	8,000	Straight/Travis/Mattea
F 10/21	Lexington, KY*	Rupp Arena	23,500	Alabama/The Judds/Ricky Van Shelton
Sa 10/22	Indianapolis, IN*	Market Sq. Arena	13,000	Alabama/Haggard/K.T. Oslin
Su 10/23	Chicago, IL*	Rosemont Horizon	12,500	Alabama/Straight/Haggard

\*Talent Roundup Markets

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New York Office Contacts

Cathy Leiber  
Director, Marketing Promotions  
(212) 880-3569

Beth Kohl  
Manager, Marketing Promotions, Marlboro  
(212) 878-2337

Jane Yusko  
Manager, Marlboro Promotions  
(212) 878-2765

Deane Gross Weissman  
Operations Coordinator, Marlboro Promotions  
(212) 880-3476

TBD  
Publicity Coordinator, Marlboro Promotions  
(212) 880-3790

Gail Wills  
Coordinator of Convention Programs, Trade Relations  
(212) 880-5024

Government Affairs Contact

Amy E. Sheridan  
120 Park Avenue  
New York, NY 10017  
(212) 878-2479

Production Company

Entertainment Services Group  
(212) 307-6363  
Talent Roundup: Carl Griffin, Monica McKinney  
Concert: Sandi Krempasky

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### Marlboro Country Music Support Teams

In addition to the Philip Morris Sales Force and the MCM team in New York, two other groups are instrumental in the execution of our program.

#### Production Company (Entertainment Services Group)

- o Our production company is based in New York and handles various elements of planning, organizing and executing Marlboro Country Music Talent Roundup events and the concert in each market.
- o The production company provides a Talent Roundup Director and Producer to oversee the TRU program in each market.
- o A country music professional is hired by the Talent Roundup Director to judge all tapes submitted. This judge determines the entrants who go on to the Semifinals.
- o The Talent Roundup Director's staff, with helpful input from the SOPM and DMs, selected the Talent Roundup club for the 1988 Tour based on the club's accessibility, size and audience. They are responsible, again with your help and direction, for working with the club owners and managers to ensure visibility for Marlboro.
- o The Talent Roundup Director will be at each Talent Roundup event. Additional representatives will handle all production elements and work with the bands and judges.
- o In addition to ESG's involvement with Talent Roundup, they handle the actual production of each concert.
- o Entertainment Services Group also hires all security and coordinates backstage operations at each concert venue. It is important that they know who will be sampling at each venue so that appropriate security measures are arranged. Please provide names to Deane Weissman three weeks prior to the concert.
- o Never hesitate to call on any member of the ESG team with questions or suggestions regarding Talent Roundup, if you are unable to reach Deane Weissman.

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### Local Media Affiliate

- o In each market, a public relations firm is hired to organize and execute our involvement with the local media. They will work closely with the media to set up interviews, press conferences and other media opportunities on behalf of Marlboro Country Music.
- o The Talent Roundup Director and the affiliate work closely together to secure judges for the Talent Roundup semifinal and final events. Judges are selected based on their knowledge of country music as either a writer, record company executive or performer. Your input on the selection of judges is welcomed and appreciated.
- o A media affiliate representative will be present at each Talent Roundup event to work with the media and answer any questions they might have.
- o On the night of the finals event, the media affiliate will bring the mock \$7,500 check and work with you on the presentation to the winning band. The Sales Force should present the check to the winning bands.
- o The affiliates are responsible for bringing media to the concerts. In each market, there will be media hospitality. Depending upon the site and the size of the parties, these may be held in conjunction with customer hospitality. Gail Wills (NYO) will be your contact.
- o As with the production company, feel free to call on your local affiliate with questions and suggestions, if you are unable to reach Gail or Deane.

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**Marlboro Country Music Tour 1988**  
**Affiliates**

<u>City</u>	<u>Affiliates</u>	<u>Contacts</u>
Tulsa	Charles Brotman & Assoc. 1125 DeSales Street NW Washington, DC 20036	Charles Brotman Kerry L. Bohem (202) 296-7200
Austin* San Antonio Dallas Denver	Events 535 16th Street Suite 600 Denver, CO 80202	Tip Nunn Kellie LeCrone Janine Bell (303) 892-0616
Los Angeles Oakland	Jenkins Mimms Robbins 12031 Ventura Blvd., Studio City, CA 91604	Marcia Robbins Debbie Rubio (818) 761-6770
Baton Rouge	Network Ink 1012 18th Avenue South Nashville, TN 37212	Liz Thiels Jenny Bohler JoAnn Burnside (615) 320-5727
Chicago Indianapolis Lexington	Promotion Company 804 N. Delaware Indianapolis, IN 46204	Mike Lenox Collette Shanahan Ann Mastin (317) 632-2666
National Agency	Cohn & Wolfe 225 Park Avenue South New York, New York 10003	(212) 598-3600

\*No Talent Roundup

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MCM Collection

We will again offer the Marlboro Country Music Collection with t-shirts, hats, jackets, duffle bags and cassettes available to the public via a mail-order brochure. In 1988, we plan to advertise the MCM Collection in the 2-pack lighter promotion, in the concert souvenir program and via handouts at Talent Roundup club.

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# Marlboro Country Music



FALL TOUR 1988  
TALENT ROUNDUP CLUBS

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<u>DATE</u>	<u>LOS ANGELES</u>
Tuesday, September 6, 1988	The Palomino Club 6907 Lankershim Blvd. N. Hollywood, CA 91601 818-764-4041 Billy Thomas - Owner/Manager Monday - Sunday, 10:00AM - 2:00AM
Wednesday, September 7, 1988	Silver Bullet Saloon 3321 South Street Long Beach, CA 90805 213-634-6960 Chuck Barnes - Owner/Manager Tuesday - Saturday, 6:00PM - 2:00AM
Thursday, September 8, 1988	The Bandstand 1721 S. Manchester Avenue Anaheim, CA 92802 714-956-1414 Jack Wade - Owner Ms. Jan Blanding - Manager Tuesday - Sunday, 7:00PM - 2:00AM
<u>FINALS</u>	
Tuesday, September 13, 1988	The Bandstand
Capacity - 1400	

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DATE

Tuesday, September 6, 1988

Capacity - 350

Wednesday, September 7, 1988

Capacity - 400

Thursday, September 8, 1988

Capacity - 1200

FINALS

Thursday, September 15, 1988

Capacity 400

OAKLAND

New George's  
842 4th Street  
San Rafael, CA 94901  
415-459-3853  
Don Swartz - Owner/Manager  
Monday - Sunday, 11:00AM - 2:00AM

West 40 Club  
371 West A Street  
Hayward, CA 94541  
415-783-1882  
John Caskie - Owner/Manager  
Tuesday - Sunday, 6:00PM - 2:00AM

Saddle Rack  
1310 Auzerais Avenue  
San Jose, CA 95126  
408-286-3393  
Hank/Jake Guenther - Owner/Managers  
Monday - Sunday, 11:00AM - 2:00AM

Niles Country  
37270 Niles Blvd.  
Fremont, CA 94536  
415-793-2657/791-9605  
Kathy/Charlie Bush - Owner/Managers  
Wednesday - Sunday, 2:00PM - 2:00AM

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<u>DATE</u>	<u>DENVER</u>
Tuesday, September 13, 1988	Pistol Pete's Saloon 2490 W. Hampden Avenue Englewood, CO 80110 303-761-6188 Peter Barstan - Owner Pamela Van Cleeve - Manager Monday - Sunday, 10:00AM - 2:00AM
Capacity - 300	
Wednesday, September 14 1988	Golden West Saloon 15600 West 44th Avenue Golden, CO 80401 303-279-9001 Ken Loftin - Owner/Manager Monday - Sunday, 7:00AM - 2:00AM
Capacity - 350	
Thursday, September 15, 1988	Charley Horse 8930 E. Hampden Avenue Denver, CO 80231 303-779-9600 Bobby Rifkin - Owner Kerry Phyllis - Manager Thursday - Sunday, 1:30PM - 1:30AM
Capacity - 950	
<u>FINALS</u>	
Wednesday, September 21, 1988	Charley Horse
Capacity - 950	

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DATE

Monday, September 19, 1988

Capacity - 1100

Tuesday, September 20, 1988

Capacity - 1200

Wednesday, September 21, 1988

Capacity - 800

DALLAS

Borrowed Money  
9300 North Central Expressway  
Dallas, TX 75231  
214-361-9997

Mike Burt - Co-Owner/Manager  
Jim Galloway - Manager  
Ms. Connie Terry - Ass't Manager  
Monday - Sunday, 6:00PM - 2:00AM

Good Luck Rodeo  
542 Highway 121  
Lewisville, TX 75067  
214-436-1036

Shane Ferdows - Owner/Manager  
Brent Johnson - Ass't Manager  
Tuesday - Sunday, 7:00PM - 12:00 Midnight

The Belle Starr  
7724 North Central Expressway  
Dallas, TX 75206  
214-750-4787

Bill Pence - Owner/Manager  
Brian Simmons - Ass't Manager  
Roseanna Simpson - Secretary  
Monday - Sunday, 7:00PM - 2:00AM

FINALS

Tuesday, September 27, 1988

Capacity - 2000

The Longhorn Ballroom  
216 Corinth St.  
Dallas, TX 75207  
214-421-0744

John Wall - Manager  
Ms. Lisa Daag - Ass't Manager  
Ms. Joline Mercer - Advertising & Promo.  
Tuesday - Saturday, 5:00PM - 2:00AM

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<u>DATE</u>	<u>SAN ANTONIO</u>
Monday, September 19, 1988	Midnight Rodeo 12260 Nacogdoches Rd. San Antonio, TX 78217 512-655-9300/655-9672 Keith Daley - General Manager James Serrata - Ass't Manager Terry Morell - Ass't Manager Monday - Sunday, 5:00PM - 2:00AM
Tuesday, September 20, 1988	Denim & Diamonds 2335 N.W. Military Highway (Salado North Shopping Center) San Antonio, TX 78231 512-349-6946/349-1455 Ms. Tomi Harrell - Promotions Manager Steven Byrd - General Manager Monday - Sunday, 4:30PM - 2:00AM
Wednesday, September 21, 1988	Cold River Cattle Company 5500 Babcock Rd. (Northgate Village Shopping Center) San Antonio, TX 78240 512-691-0560/699-6058 Ralph Mitchell, Jr., Owner/Manager Arlie Carson/Kerry Hammer - Ass't Mgrs. Monday - Sunday, 4:00PM - 2:00AM
<u>FINALS</u>	
Thursday, September 29, 1988	Cold River Cattle Company
Capacity - 1100	

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DATE

Tuesday, September 27, 1988

Capacity - 850

Wednesday, September 28, 1988

Capacity - 850  
Thursday, September 29, 1988

Capacity - 1100

BATON ROUGE

Bear Creek Steak House  
Highway 16  
Montpelier, LA 70422  
504-777-4709/777-4578  
Jeff Murphy - Owner/Manager  
Melba Giardina - Manager  
Monday - Sunday, 11:00AM - 2:00AM

Bear Creek Steak House

The Texas Club  
456 N. Donmoor Avenue  
Baton Rouge, LA 70806  
504-928-4655/926-0867  
Mark Rogers - Owner/Manager  
Mike Scott - Ass't Manager  
Wednesday - Sunday, 6:00PM - 2:00AM

FINALS

Tuesday, October 4, 1988

The Texas Club

Capacity - 1100

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DATE

Monday, September 26, 1988

Capacity - 700

Tuesday, September 27, 1988

Capacity - 700

Wednesday, September 28, 1988

Capacity - 800

TULSA

The Wild Wild West  
12745 East 41st Street  
Tulsa, OK 74145  
918-627-3882  
F.W. Banfield - Manager  
Ms. Christine Isaacs - Promo. Director  
918-494-0035 - Office  
Eli Masso - Owner  
918-494-0035 - Office  
Wednesday - Saturday, 8:00PM - 2:00AM

The Wild Wild West

Tulsa City Limits  
2117 S. Garnett Street  
Tulsa, OK 74129  
918-438-7411  
Mike Rogers - Manager  
Gary Bentley - Owner  
Thursday - Saturday, 6:00PM - 1:30AM

FINALS

Thursday, October 6, 1988

Capacity - 800

Tulsa City Limits

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<u>DATE</u>	<u>LEXINGTON</u>
Monday, October 3, 1988	Breeding's 509 W. Main St. Lexington, KY 40507 606-255-2822 Doug Breeding - Owner/Manager J.D. McHargue - Owner/Manager Joey Maynard - Ass't Manager Monday - Saturday, 8:00 - 1:00AM
Tuesday, October 4, 1988	Dixieland Lounge 317 Venable Road Winchester, KY 40391 606-745-2602 Kevin Belcher - Manager Tuesday - Saturday, 6:00PM - 1:00AM
Wednesday, October 5, 1988	Rhinestones Music Palace 5539 Athens Boonesboro Rd. Lexington, KY 40509 606-263-5535 Ms. Linda Boone - Manager Ken DeVries - Ass't Manager Tuesday - Saturday, 6:00PM - 1:00AM
<u>FINALS</u>	
Tuesday, October 11, 1988	Rhinestones Music Palace
Capacity - 1200	

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DATEINDIANAPOLIS

Monday, October 10, 1988

Cowboys  
2440 Lafayette Rd.  
Indianapolis, IN 46222  
317-638-1116  
Tine Farmer - Owner/Manager  
Ms. Debbie Lynch - Ass't Manager  
Monday - Sunday, 6:00PM - 3:00AM

Tuesday, October 11, 1988

The Silver Dollar Saloon  
378 S. Indiana Avenue  
(Village Plaza Shopping Center)  
Mooresville, IN 46158  
317-831-0750  
Ray Hicks - Owner/Manager  
Monday - Saturday, 2:00PM - 3:00AM

Wednesday, October 12, 1988

Sammy D's  
8028 Pendleton Pike  
Lawrence, IN 46226  
317-547-8121  
Sammy Dee - Owner/Manager  
Tuesday - Saturday, 3:00PM - 3:00AM

FINALS

Sunday, October 16, 1988

Cowboys

Capacity - 500

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<u>DATE</u>	<u>CHICAGO</u>
Monday, October 3, 1988	Nashville North 101 East Irving Park Rd. Bensenville, IL 60106 312-595-0170 Marlene/Archie Drury - Owner/Managers Tuesday - Sunday, 11:00AM - 2:00AM
Tuesday, October 4, 1988	Sundance Saloon 20937 W. Route 176 (@ Route 83) Mundelein, IL 60060 312-949-0858 Ms. Chris Lindh - Owner/Manager Wednesday - Sunday, 7:00PM - 12:00Midnight
Wednesday, October 5, 1988	Lake 'n' Park Inn 10800 Roberts Rd. Palos Hills, IL 60465 312-974-3066 Frank Bertram - Owner/Manager Wednesday - Sunday, 7:00PM - 2:00AM
<u>FINALS</u>	
Thursday, October 13, 1988	Feathers 3405 Algonquin Rd. (3 Holiday Inn) Rolling Meadows, IL 60008 312-595-5000 - Hotel * Greg Shearhod - General Manager Joanne Berndt - Ass't Manager Wednesday - Saturday, 5:00PM - 1:00AM

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## MCM Talent Roundup 1988

Prior to the concert in 19 markets in 1988, Marlboro Country Music sponsors a Talent Roundup competition at local country music clubs. In all Fall markets (except Austin), there are three semifinals and one final in two to four clubs.

A limited number of complimentary tickets to the Talent Roundup finals in each market will be available to you for guests and customers. NOTE: Tickets are required for admission to TRU finals, however, tickets do not guarantee admission or seating. First come, first served.

Occasionally, a club will close. If this should happen, an alternate club will be selected. Deane Weissman will notify you of this change immediately.

Through the use of newspaper ads, posters, counter cards and brochures placed in participating clubs, local country music bands learn of the Marlboro Country Music Talent Roundup. (Each Talent Roundup club receives a kit with all materials. You are responsible for placing the posters and counter-cards in other locations.) Hopefuls fill out an entry form and submit a cassette of their music to be judged by a country music professional hired by the Talent Roundup Director in New York. Semifinalists chosen are notified and each competes at one of the local clubs involved in the promotion. The top three winners of each semifinal then compete in the Talent Roundup Final. The winners of the final receive \$1000 for third place, \$2500 for second place, and \$7,500 for first place and the once-in-a-lifetime opportunity to appear as the opening act of the Marlboro Country Music concert in that market.

In 1988, for the first time, there will be a national finals competition between all the local winners. It will be held in November in Nashville, Tennessee and will afford the winner added opportunities to "make it" in country music.

The Sales Force plays a vital role in the Talent Roundup and concert by placing point of sale information at retail and extending our visibility during the events.

### Retail

Placement of point of sale material commences approximately 12-13 weeks prior to the concert to allow time for entry, judging and response. Each of the Sales Representatives involved in the program will receive two sets of materials for retail placement. Talent Roundup materials should be received

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13 weeks prior to the concert and concert materials should be received 7 weeks prior to the concert. A complete list of materials your section will receive is attached. Please let Deane Weissman know immediately if any printed materials are missing so that we can trace the materials and/or replace the lost items.

#### The Events

The SOPM or DM supervising Marlboro Country Music in each market will be receiving POS materials for placement at Talent Roundup clubs, promotional clothing for the SRs involved and giveaway items. **NOTE: PLEASE INVENTORY MATERIALS IMMEDIATELY UPON RECEIPT. IF ANY ITEMS ARE MISSING OR IF THE WRONG ITEMS ARE RECEIVED, CALL THE POS HOTLINE IMMEDIATELY AT 1-800-USA-8766 OR NYO x3375. WE CANNOT REPLACE ITEMS UNLESS NOTIFICATION IS PROMPT.**

We have found that placing B displays with all Marlboro headers on bars as a sampling unit works well. During the 1986 and 1987 Tours, in markets where it was legally possible, the Sales Force placed Marlboro exclusively in the vending machines. This reinforces our presence during the promotion and does not reflect on the quality sampling program you run at the clubs.

#### Set-up at Talent Roundup Club

We want to transform each TRU club into a Marlboro Country Music world. To that end, you will be receiving sampling bins and sample 6's, stirrers, napkins, cups, matches, ashtrays, bar organizers, etc. which will replace the club's supplies.

- o Set-up usually runs from 5:30 - 7:00 PM.
- o Doors open to the public at 7:00 PM.
- o Show starts at 8:00 PM.
- o A minimum of five sales personnel will be needed for each Talent Roundup event. Adjust accordingly to club size. (Club names, addresses, contacts, capacity are attached.)
- o On tables, place Marlboro ashtrays, matches, samples and table-tents with concert information.
- o On the bars, place bar organizers with napkins and stirrers, cups, ashtrays and matches. Place B displays in prominent areas filled with samples.
- o Hang the banners around the club. At each TRU, please be sure to keep an eye on these banners to ensure that they are not stolen. After the Talent Roundup events in your market, please give the banners to the local PR affiliates.

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NOTE: The TRU Director and crew are responsible for hanging separate banners on-stage.

- If you have an inventory of jumbo packs, neons, or other permanent POS, place these as well.
- Place Marlboro Country Music posters and counter-cards around the club to help advertise the concert date and ticket information.
- Wear your 1988 Salesforce jacket, t-shirt or golf shirt and cap at each event.
- Outfit the Sales Force personnel with Marlboro Country Music t-shirts, caps and jackets.
- Supply the TRU crew members with 50 t-shirts for band members at each semifinal event. The crew will handle the distribution.
- At each TRU event, you will need approximately 20 t-shirts and caps to outfit club personnel.
- Set aside 100 t-shirts, 75 corduroy caps and 75 cassettes to be used as individual giveaways at each semifinal event. These are to be given to patrons as they enter the club. NOTE: No items are given away at Finals events. Please coordinate the giveaway program with the TRU crew for each club.
- Give out Marlboro Country Music Collection handouts to patrons.
- Sample as appropriate throughout the event.

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### The Concert

Attached is a schedule for the Marlboro Country Music Tour 1988. As you will note, we have returned to the traditional Spring and Fall segment, extending our visibility throughout the year. Tickets to all concerts are sold via print advertising, point-of-sale posters, counter-cards, and table-tents place in TRU clubs.

Once again, your help is vital in placing POS materials to extend the impact of our advertising to the general public over a period of five to seven weeks prior to each concert.

### Retail

Placement of concert POS material commences approximately 5-7 weeks prior to the concert. This placement begins one week after the close of Talent Roundup entries. A complete list of materials your section will receive is attached. Please call Deane Weissman immediately if your printed materials are missing or short.

### The Event

The Sales Force Supervisor in charge of the promotion in each market will receive samples, golf shirts and jackets. An inventory of these items is attached. If any materials are missing, please call the POS Hotline right away so that replacements can be sent on time.

Sales Force personnel who will be working on-site at the concert venues will receive special badges to grant early access to the venues. You will be admitted at 4:00 PM on the day of the concert. NOTE: These badges do not authorize unlimited access. In those instances where Sales Force hospitality parties are held at the venue, attendees may have to exit the building and return through the main ticket gates to reach their seats.

Sales Force hospitality will be available in each market. Details of each party will be handled through Gail Wills of Trade Relations. Please be in close and regular contact with her to ensure the smooth operation of your hospitality gathering. NOTE: In addition to your guests, Corporate Affairs will also have guests in each market. Gail is handling that as well.

Each section will have the right to purchase tickets to the concert for themselves and their customers. Please advise us of your needs by July 15 in your so that we can set aside an

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appropriate number of tickets for your section. After that deadline, we cannot promise the best seats. Please send your request in memo form to Deane Weissman (NYO). Tickets will be charged to the "Miscellaneous" accounting code for your section.

Where it is possible to coordinate, backstage visits will be arranged at the concerts. You will be escorted by a member of the MCM team. A maximum of ten people can be brought backstage to meet the artists. The visitors should be key accounts. Please notify Jane Yusko or Deane Weissman 72 hours prior to the concert in your market of the names and business affiliation of customers you plan to invite backstage with the name of the Sales Force representative who will be available on-site to notify customers of the visit. NOTE: We cannot confirm backstage visits until the night of the concert, so please don't inform the customers prior to our confirming the arrangements.

Please apprise the local media affiliate of any key accounts or officials who will be attending the concert.

We will continue to have a one hour party immediately following the concert specifically for all Sales Representatives working the event. Media, production crew and band members are also welcome. The party will always be held in the media hospitality room. Your Sales Force badge will be necessary for entry. Please send Gail Wills a list of the Sales Representatives who will be attending the party. NOTE: This party is for working Sales Force personnel only and will end promptly one hour after it begins (usually 11:00 PM to Midnight).

#### Set-up at Concert

- o Where legal, set-up of sampling begins at 5:00 PM. (See attached for specific regulations regarding sampling.)
- o The doors open to public at 6:00 PM.
- o Sampling should be conducted in the concourse area of the concert hall. We are not permitted to sample in the seating area or on the floor of the arena.
- o The MCM kiosk is to be placed in a high traffic area. Samples should be distributed near the kiosk from 6:00 - 7:30 PM. NOTE: The kiosk is one-of-a-kind and travels from one concert to the next. Please keep an eye on it to prevent vandalism. Your further cooperation is sought when we ask you not to sit on the desk portion or lean against it.
- o The majority of souvenir programs will be given out by the concert hall ushers as people come through the turnstiles.

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- o Place some programs at the kiosks for people who may have missed getting one or would like another.
- o Marlboro Country Music souvenir programs will be delivered directly to the concert hall.
- o Representatives from Second Harvest may be setting up tables in each venue to distribute information about their programs. Please work with them on-site to ensure maximum visibility for your mutual efforts.

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SAMPLING

Los Angeles	No restrictions
Oakland	No restrictions
Denver	No restrictions
Dallas	No restrictions
San Antonio	No restrictions
Austin	No restrictions
Baton Rouge	No restrictions
Tulsa	No restrictions
Lexington	No restrictions
Indianapolis	T.B.D.
Chicago	No restrictions

It is possible that venue operators may impose certain individual restrictions. We will inform you of any changes that come to our attention. In the event that restrictions are imposed on-site at the last minute, please cooperate and "roll with the punches."

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Following the event(s) in your market, we would appreciate your feedback on the program, particularly your comments on the retail promotions. Please provide us with a report reviewing all the major program elements. Your suggestions will be welcomed. Attached is a Brand Event Report for your convenience in responding.

That wraps up most of the information you'll be needing to help you help us make Marlboro Country Music Tour '88 the best yet. As more information comes in, we'll keep you updated. In the meantime, please don't hesitate to call on the NYO contacts with any questions or problems.

The first source contacts, as a reminder, are Deane Weissman at (212) 880-3476 and Gail Wills (212) 880-5024.

Thank you again for your participation.

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**MATERIALS**  
**Talent Roundup and Concert**

Each Sales Rep involved will receive two TRU kits, each consisting of:

50 Posters  
25 Counter-Cards  
1250 Brochures (50 per counter-card)

And two concert kits, each consisting of:

50 Posters  
25 Counter-Cards

The ~~MPA~~ Supervisor in charge of the promotions will receive:

<u>ITEM</u>	<u>QUANTITY</u>	<u>USAGE</u>
Sampling bins	15 per market	TRU & Concert
Mixed Sample 6s	1 1/2-2 packs p/p	TRU
	1 pack person	Concert
Stirrers	1000 per event	TRU & concert hospitality
Napkins	2000 per event	TRU & concert hospitality
Cups	1000 per event	TRU & concert hospitality
Matches	1 case per market	TRU & concert hospitality
Ashtrays	72 per event	TRU & concert hospitality
Bar Organizers	5 per event	TRU & concert hospitality
1988 MCM Tour Jackets	Varies per market	TRU & concert Working Sales Force
MCM Golf Shirts*	Varies per market	TRU & concert Working Sales Force
MCM corduroy caps	100 per TRU semifinal	TRU giveaways TRU wait-staff, TRU & concert Working Sales Force
MCM T-Shirts	150 per TRU semifinal	Same as caps
MCM Cassettes	75 per TRU semifinal	TRU semifinals giveaways
MCM Collection pamphlets	400 per TRU event	TRU
Banners**	5 per market	TRU & concert hospitality

\*limited availability

\*\*to be returned to NYO

Please inventory deliveries immediately and call the POS Hotline if there are problems.

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**MARLBORO COUNTRY MUSIC**  
**FALL 1988**

	<u>Begin Placement TRU Promo Material</u>	<u>First TRU Ads Break</u>	<u>2nd TRU Ads Break</u>	<u>Close of TRU Entries</u>	<u>TRU Semifinal</u>	<u>Begin Placement of Concert Material</u>	<u>Concert Ads Break</u>	<u>Tickets -on-Sale (Tentative)</u>	<u>Date of Concert</u>
# of weeks prior to concert	10-13	11-12	9-10	7	3	5-7	6	5-6	
Los Angeles	7/1	6/26	7/17	8/15	9/6	8/12	8/14	8/15	9/23
Oakland	7/1	6/26	7/17	8/15	9/6	8/12	8/14	8/14	9/25
Denver	7/7	7/10	7/31	8/22	9/13	8/18	8/21	8/22	9/29
Dallas	7/14	7/17	8/7	8/29	9/19	8/26	8/28	8/27 or 29	10/7
San Antonio	7/18	7/15	8/7	8/29	9/19	8/26	8/28	8/29	10/9
Austin	-	-	-	-	-	8/26	9/11	9/12	10/11
Baton Rouge	7/22	7/24	8/12	9/6	9/26	9/1	9/11	9/12	10/14
Tulsa	7/25	7/24	8/14	9/6	9/26	9/1	9/11	9/10 or 12	10/16
Lexington	7/29	7/31	8/21	9/12	10/3	9/9	9/11	9/12	10/21
Indianapolis	7/29	8/7	8/28	9/19	10/10	9/9	9/11	9/12	10/22
Chicago	7/29	7/31	8/21	9/12	10/3	9/9	9/11	9/19	10/23

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